

Message Text

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FOR: USDOC/BIC/OIM/FE-SA/KELLY

HONG KONG/H. C. VOORHEES

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECO: SITE SURVEY, HONG KONG TYPE I EXHIBITION,
APRIL 1977

REF : A) KELLY LETTER, 12/8/75; B) HONG KONG 0468

1. THREE EXHIBITION SITES CHECKED AND DEEMED ADEQUATE TO STAGE SUBJECT EXHIBITION DURING APRIL, 1977. ALL ON HONG KONG ISLAND AND THEY ARE: HOTEL FURAMA, HONG KONG HILTON AND CONVENTION CENTER. SITE AREAS ARE OVER 9000 SQ. FT. WITH ADEQUATE ELECTRICAL REQUIREMENTS, WATER SUPPLY, FLOOR LOAD CAPACITY, PARKING FACILITIES AND WITH ACCEPTABLE FREIGHT ACCESS DOORS. IF REQUIRED, SEMINAR SPACE FOR UP TO 100 VISITORS ALSO AVAILABLE AT EACH LOCATION IN CLOSE PROXIMITY TO EXHIBITION HALL.

2. A) HOTEL FURAMA, CENTRALLY LOCATED AND CONVENIENT TO CONGEN OFFERED APPROXIMATELY 9600 SQ. FT. EXHIBITION SPACE FOR 10 DAY COST OF US\$7500.00. AREA LOCATED ON 3RD FLOOR WITH HEAVY FREIGHT ACCESS THROUGH SIDE DOOR VIA FORK LIFT OR TRUCK MOUNTED CRANE. SPACE IS ADEQUATE WITH AMPLE PARKING, HOWEVER, 3RD FLOOR LOCATION WOULD NOT BE CONVENIENT FOR VISITORS AND EXHIBITION PERSONNEL.

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B) HONG KONG HILTON HAS AMPLE PARKING FACILITIES, CENTRALLY LOCATED, CONVENIENT TO CONGEN AND WELL KNOWN TO BUSINESS COMMUNITY OFFERED 9250 SQ. FT. EXHIBITION SPACE FOR 10 DAYS AT US\$8000.00. VISITOR ENTRANCE TO EXHIBITION AREA CONVENIENT FROM HOTEL LOBBY. HEAVY FREIGHT ACCESS THROUGH OUTSIDE DOOR ONE FLOOR ABOVE STREET LEVEL. EXHIBIT HANDLING CAN BE ACCOMPLISHED BY FORK LIFT OR PULLEY.

C) HONG KONG CONVENTION CENTER HAS ONE DAY CONFLICT WITH A PREVIOUSLY SCHEDULED EVENT. SPACE APPROXIMATELY 13,000 SQ. FT. AND COST WILL RANGE FROM US\$20,000 TO \$24,000 FOR 9 DAY PERIOD. COST CONSIDERED TO HIGH FOR SUBJERR EXHIBITION.

D) POTHUISJE WITH CONCURRENCE OF POST RECOMMENDS SUBJECT EXHIBITION BE STAGED AT HONG KONG HILTON. HILTON'S FACILITY EXCELLENT PERMITTING ALL EXHIBITORS TO BE LOCATED IN ONE RECTANGULAR EXHIBIT AREA WITH EASY ACCESS TO EXHIBITION FOR VISITORS THROUGH LOBBY ENTRANCE.

FREIGHT HANDLING THROUGH WIDE STAIRWAY, FREIGHT ELEVATOR OR OUTSIDE ACCESS DOOR WILL PROTECT EXHIBIT MATERIALS AND EFFECT A SAVING.

3. CONSIDERING HOLIDAY DATES IDENTIFIED IN REFTEL B), APRIL 22 - MAY 1, 1977, RECOMMENDED DATES FOR EVENT. THIS INCLUDES 3 DAYS INSTALLATION, 5 DAYS (MONDAY THRU FRIDAY) FOR SHOW AND 2 DAYS STRIKING TIME. VERBAL RESERVATIONS FOR ABOVE DATES WERE PLACED AT HOTEL FURAMA AND HONG KONG HILTON.

4. CONSIDERING THAT ONLY VERBAL COMMITMENTS WERE MADE TO HILTON AND FURAMA, SUGGEST OIM MAKE EARLY DECISION AND ISSUE LETTER OF INTENT AND RELEASE SECOND HOTEL. SPACE RENTAL CONTRACT CAN BE NEGOTIATED BY POST AT LATER DATE.

5. DESCRIPTIVE LITERATURE, FLOOR PLANS, SPECIFICATIONS AND ADDITIONAL NARRATIVE CONCERNING THREE LOCATIONS BEING MAILED BY APO TO KELLY'S ATTENTION.

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